

FY 2001 & 2002 Recreation Use Survey

Criteria for Recreation Site Selections

(These are some helpful hints to assist you in selecting the most optimal sites.)

- 1.) Each year, select a representative sample of the different kinds of sites within the State. This helps in developing meaningful State and National benchmarks.
- 2.) Give *Recreational Fee Demonstration Project* sites higher priority than non-fee sites. The BLM and Congressional need for data is driving this criterion. The priority order is: Fee Demo. Project Sites, Fee sites, Other sites.
- 3.) Select sites that have a *recreation site management evaluation* scheduled for *this year or the next 2 years* (see IB 2001-044 for schedule of recreation site evaluations) or a *GAO or IG audit* scheduled anytime in the future, so that the data may be used to self-study and improve the site prior to any evaluation or audit.
- 4.) Select sites with a management presence to manage the survey administration process. Specifically, during the time the survey will be administered, the site should have a full-time BLM recreation program employee (e.g. park ranger, project manager, recreation planner, etc.) who will be managing the survey administration and oversight of any lower grade level or volunteer staff helping with the survey administration.
- 5.) Select sites with sufficient visitors to yield approximately 125 responses in *one to three months*.
- 6.) Select sites for which there is management desire/willingness to collect and use the data.
- 7.) *Select* sites that have recently been *evaluated or audited*. This will provide an opportunity to *get customer feedback* on the changes the site has made since the *evaluation or audit*.

NOTES ON MONITORING TRENDS AND REPEAT SURVEY ADMINISTRATION TO SITES ALREADY SURVEYED

- 8.) Unless major follow-up work has been done that warrants resurveying to measure the effect of the action, incorporate new sites into the survey schedule that have not been surveyed before.
- 9.) If the site is used in multiple seasons, consider rotating the season in which the survey is administered.
- 10.) *Once most sites that meet the criteria above have participated in this survey process, begin to resurvey sites that have had significant changes that would warrant resurveying such as changes in facilities, fees, management, etc.*
- 11.) *There may be a site for which trend data would provide a useful marketing or other research objective. Such a site might be included earlier than usual for resurvey.*